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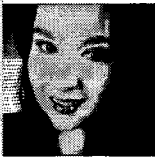
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Taree Doble | LinkedIn

https://www.linkedin.com/in/taree-doble-0252a255

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**Taree Doble**  
Former Director of Customer Service at RevLive  
Lafayette, Colorado | Marketing and Advertising

Current  
Previous  
Last one  
Recommendations

RevGuard  
The Finishing Touch Spa and Salon  
Front Range Community College  
1 person has recommended Taree

85  
connections

**Find a different Taree Doble**

First Name Last Name

Example: Taree Doble

Taree Doble  
United States

Taree Doble  
United States

Taree Doble  
United States

More professionals named Taree Doble

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**Experience**

**Director of Customer Service**  
RevGuard  
December 2007 - Present (8 years 10 months)

Managed a team of 35 local and 200 international employees in a fast paced, inbound hybrid call center. Handled day to day operations with less than a 10% turnover rate locally. Increased monthly revenue by 172% in 12 months with 98% client satisfaction.

Enhanced staff development by hiring, facilitating training, and supervising new hires.

Boostered communications by effectively negotiating with clients, warehouse, and vendors.

Streamlined daily operations by preparing client correspondence, scheduling meetings, and managing files/records/documents.

Managed client relationships by providing business consultations for over 50 clients.

Prepared professional correspondence to the Better Business Bureau and Attorney General on behalf of our clients.

Streamlined operations by providing basic IT projects including setting up new hires, troubleshooting computer problems, and ordering software and equipment.

**Nail Technician**  
The Finishing Touch Spa and Salon  
May 2002 - December 2007 (5 years 6 months)

**Skills**

Customer Acquisition Customer Service Email Marketing Online Marketing

Lead Generation Online Advertising Affiliate Marketing Customer Retention

Social Media Marketing Strategic Planning

**Education**

**Front Range Community College**  
Associate of Science (AS)

**University of Colorado Boulder**

**Volunteer Experience & Causes**

**Causes Taree cares about:**

Animal Welfare  
Arts and Culture  
Children  
Education  
Environment  
Health  
Human Rights  
Politics  
Poverty Alleviation  
Science and Technology

**Languages**

**English**  
Native or bilingual proficiency

**Recommendations**

A preview of what LinkedIn members have to say about Taree

66 Taree is both a "big picture" and a detail oriented manager. She is proficient at watching the bottom line, while still being approachable and knowledgeable for her...  
See more

Sign up to see who recommended Taree

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**People Also Viewed**

Taylor Ryan  
Private at Private

Jason Aronson  
VP of Business Development at RevGo, LLC

Blair McVee  
CEO & Founder at RevGuard, LLC

Jonathan Blahoff  
VP of Analytics at RevGuard

Brian Lint  
VP-Fulfillment at RevGo, LLC

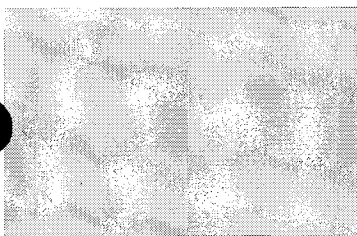
Maya Mansour  
VP of Strategic Relations

Jonny Johnson

Raphael Regline  
Staff RN at Kaiser Permanente

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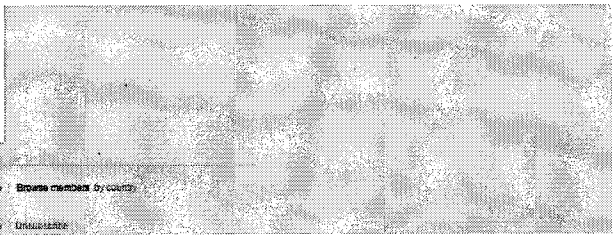


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- See who you know in common
- Get introduced
- Contact Taree directly

[View Taree's Full Profile](#)

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\$2.2 million lost – just by the numbers. Combine that with poor customer service interactions leading to bad reviews and poor word-of-mouth and you're looking at lower profit and higher costs to acquire new customers.

Found this interesting? Contact us for a guided tour and a free assessment of your specific customer service operations.

This article was originally posted on the RevGuard blog.



#### Author: Blair McNea

Blair McNea is the founder and CEO of RevGuard, LLC. He is passionate about driving increased profits and customer satisfaction for RevGuard's clients using RevGuard's SaaS AI/ML testing platform. Blair has served on the Board of Directors of several private and publicly held companies. His professional rules and specialties include...  
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#### More by this author

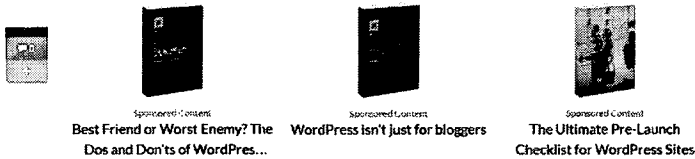
- Customer Lifetime Value Explained: How to Calculate and Maximize It

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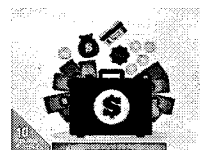


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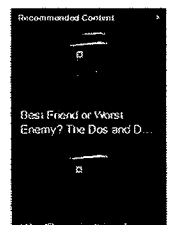
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Best Friend or Worst Enemy? The Dos and Don'ts of...





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Roadrunner B2c in Henderson NV

www.buzzfile.com/business/Revgo-Fulfillment-792-545-0174

The Most Advanced Company Information Database

Search by Company Name

Optional: City, State, Zipcode, County

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## Roadrunner B2c

Revgo Fulfillment

Action

Contact Information

Roadrunner B2c  
7565 Commercial Way  
Henderson, NV 89011

Contact: Brian Lint  
Title: Director  
Phone: 702-545-0174  
Website:

There are 8 Companies located at 7565 Commercial Way, Henderson, NV 89011

Business Description

Roadrunner B2c, which also operates under the name Revgo Fulfillment, is located in Henderson, Nevada. This organization primarily operates in the Marketing Consulting Services business / industry within the Engineering, Accounting, Research, and Management Services sector. This organization has been operating for approximately 3 years. Roadrunner B2c is estimated to generate \$177,791 in annual revenues, and employs approximately 2 people at this single location.

Sector: Engineering, Accounting, Research, and Management Services  
Category: Management Consulting Services  
Industry: Marketing Consulting Services  
SIC Code: 8742

Name: Roadrunner B2c  
Year Founded: 2013  
Revenue: \$177,791  
Employees: 2  
Facility Size: 10,000 sq. ft.

Location Type: Single

Demographics for Zipcode 89011

Percentage Population

White 59.4%  
Hispanic 21.2%  
Black 10.5%  
Asian 6.9%  
Native American 0.7%  
Other 0.9%

Population 19,550  
Median Age 35.4

Male 49.7%  
Female 50.3%

Male 35.3%  
Female 33.4%

Map

Map Satellite

4 The Truck Customs & Accessories

Boazsign.com Las Vegas

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Similar Companies Nearby

Name	Employees	Distance (mi)
Visual Marketing Source	1	1.1
Client Development Services LLC	100	1.2
Zion Marketing, LLC	2	1.3
Nevada Marketing Center	1	1.5
Influenc LLC	2	1.5
Medical Marketing Company	10	1.5
The Focus Group Inc	6	1.5
Mixed Media Entertainment, LLC	5	2.5
Global Fusion Marketing LLC	1	2.6
Ascension Marketing LLC	1	2.7

Nearby Resources

Restaurant Coffee Parking  
Hotel Taxi Pharmacy  
Bank Gas Grocery

Statistics for Zipcode 89011

Average House value \$221,000  
Average Household income \$58,447  
Number of Households 7,843  
Persons per Household 2.36

Number of Businesses 1,044  
Number of Employees 5,085  
Land Area (square miles) 17.063  
Water Area (square miles) 0.000

Questions & Answers

Q How many people work at Roadrunner B2c?  
A Roadrunner B2c has approximately 2 employees at this location.

Q Where is Roadrunner B2c located?  
A Roadrunner B2c is located at 7565 Commercial Way, Henderson, NV 89011.

Q How long has Roadrunner B2c been in business?  
A Roadrunner B2c has been in business for approximately 3 years.

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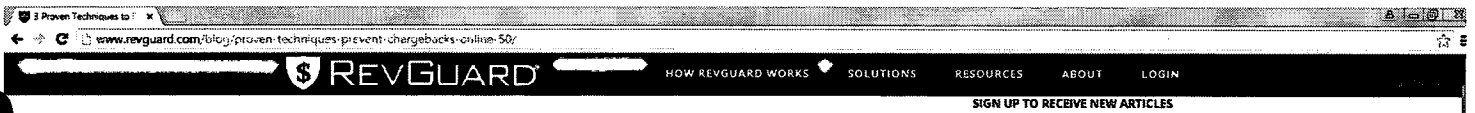
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## 3 Proven Techniques to Reduce Chargebacks Online by 50%

By Steve McRoy June 14, 2016

[Chargeback reduction](#) [e-commerce](#) [Subscribers](#) [How to reduce online chargebacks](#) [Subscription businesses](#) [E-commerce](#)


By applying certain *best practices*, subscription and continuity merchants can drop their chargeback rates with no additional costs. In fact, they can lift their profits. Here's how.

### Real Costs of Friendly Fraud

Chargebacks, the lion's share (70%) of which are so-called "Friendly Fraud" are a bane for online merchants.

There's nothing friendly about Friendly Fraud. It often comes from customers who do not want to call the merchant to get a refund or who have "buyer's remorse" about their purchase and know that the terms of the sale do not permit a refund or multiple refunds.

In our experience, most merchants bend over backwards to prevent chargebacks and take solid, ethical steps to insure customer satisfaction and lower chargebacks.

Despite the best intentions of the merchant, the level of customer chargebacks can trigger fines or loss of processing accounts by Visa or Mastercard.

The original monitoring methods are very antiquated. The 1% transaction rule by Visa and MasterCard started long before the customer anonymity of the Internet, but they are strongly enforced none the less with no qualitative reviews of facts in determining penalties or account suspensions.

### Lowering Chargebacks is Expensive

The actions a merchant must take to lower chargebacks typically exceeds in cost (by a factor of 5-10x) the reduction in chargebacks costs from customers. Loosening of return policies and cancellation policies as well as pre-refunding customers with certain characteristics are some of the blunt instruments people occasionally use to lower chargebacks. Usually, there's a much better, less expensive path to follow.

So, finding cost-neutral ways to lower chargebacks can be a huge benefit

### Three Proven Methods

Here are three sure-fire ways for continuity and subscription merchants to drop chargebacks 50% or more.

All three examples are Cloud-based SaaS technologies. So you don't need to add servers or buy software or hire technicians to keep the systems running. It's all done by the service providers.

**The Case Story**

Let's assume we are a merchant who wants to drop their overall chargeback rate from 1.8% to .9%.

As a merchant we are adding about 18,200 new customers per month.

We do 30,000 transactions/month and our overall chargeback rate is 1.8%, so we have 540 chargebacks/month.

$30,000 \times 1.8\% = 540$  chargebacks.

And, chargebacks and related costs are about 4.3% of overall revenue, or in this case, \$4,400/month.

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- Customer Lifetime Value Explained: For Subscription and Continuity Businesses

#### CONTACT

1-877-301-3135

Get in touch.

Mon - Fri: 9:00 AM to 5:00 PM MT

5200 Lookout Road  
Boulder, Colorado 80501



### First Method: Pre-Sale Fraud Filters

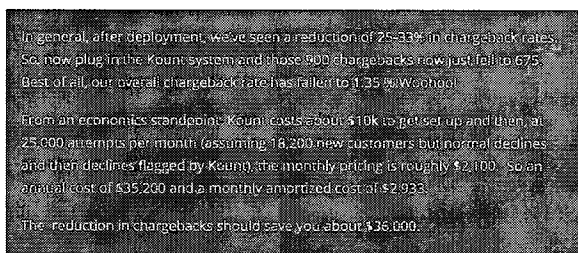
The first step to lowering chargebacks is to deploy Fraud Filters at the landing page (if a web-based merchant) or the call center or transaction portal, to cut out potential fraudulent transactions.

There are several products which do a solid job of filtering out customers with a history of fraud or customers with high-risk profiles, but from what we have seen so far, we think Kount does the best job of providing a comprehensive platform.

Kount offers a broad array of filtering methods designed to identify characteristics that indicate a high fraud risk. These filters include active and passive device identification, including mobile device ID, which allow you to filter out multiple transactions coming from one device, even if that device is using cloaking methods to appear to be from several locations.

Additional filters include velocity checks, IP geo-location, proxy detection and other technologies, to detect and prevent fraudulent activity.

We've studied the metrics of several Kount customers.



Merchants typically see an improvement in customer quality with Kount which exceeds the incremental eCPA costs they incur for slightly poorer converting traffic due to the fraud filters.

We haven't attempted to model that into the economic benefit, but you can assume it is neutral or slightly positive.

#### Monthly Economic Scorecard

(\$2,933) Kount Monthly Cost  
 \$36,000 Kount Economic Benefit  
 \$33,067 Net Monthly Economic Improvement  
 Annual Economic Improvement \$396,804.

Not bad huh?

But, there's more low hanging fruit - let's go get it!

### Second Method: Use Personalized, Status-based, Automated Customer Interactions in an Optimized Customer Outcome System

In the course of testing over 20 million customers, 550 brands and 100 merchants and performing more than 2,300 unique optimizing tests involving all those customers, at RevGuard we've learned that personalized, status-based, automated (PSA) customer interactions **always** lower chargebacks.

What does **PSA** mean?

"Personalized" means that the customer, through an automated system of IVR, web or email, gets immediate affirmation that they are recognized and the system knows who it is talking to. That level of reassurance is important because it raises customer confidence that the actions they are taking are being recorded correctly.

"Status-based" means that the messaging they receive is directly related to their status (ie In-Trial, Ongoing, Already Cancelled, etc.). When a customer doesn't have to go through a long IVR, email or web decision tree but is instantly given options that are directly related to their status, they happily move through those choices and their needs are quickly addressed.

"Automated" means that the system is providing them with a non-human, non-threatening, always-the-same-high-quality interaction. Most humans, in today's world, do NOT prefer to talk to a human. When presented with a PSA or a human option, 75% of customers will choose a PSA option. In an APP-oriented fast paced world, people don't want to wait on hold for three minutes to potentially fight it out with a customer service rep with a thick accent.

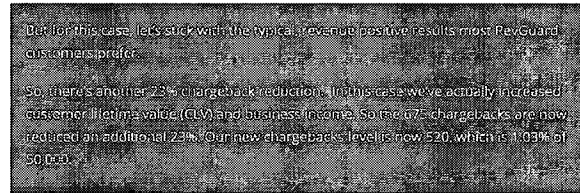
The PSA method makes customers happy and happy customers are much less likely to do



chargebacks.

For the customer who was aggravated or motivated for a return or chargeback, they now have had their primary concern addressed in a very professional manner. The steam blows off and customer happiness (or at least civility) returns. When the PSA attributes are combined, we've seen it typically lower chargebacks by 23% while raising the revenue (+10%) and thereby profits (+43%) of customers at the same time. That's the holy grail of chargeback reduction: lower chargebacks and higher income.

Since the RevGuard system allows merchants to do A/B testing to optimize performance, some merchants have aggressively designed their interactions to cut chargebacks. In those instances, we've seen reductions as high as 54% in chargeback percentages.



Yabba Dabba Doo!

Furthermore, using A/B testing, PSA and other best practices, RevGuard typically lifts CLV (higher revenue + lower returns + lower chargebacks less RevGuard fees) per customer by about \$6.35 per customer.

So, add in the \$6.35, per new customer, per month and RevGuard has improved monthly profits by \$115,570.

#### Monthly Economic Scorecard

\$ 33,067 Kount

\$115,570 RevGuard

\$148,637 Net Monthly

Annual Economic Improvement \$1,783,644

### Third Method: Use the CDRN program

The Verifi CDRN (chargeback dispute resolution network) program has been diligently built over the last ten years to be a viable chargeback reduction tool.

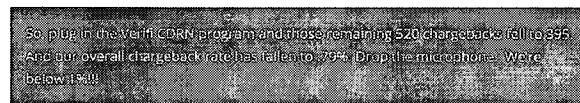
Sometime ago, Verifi went to Visa and Mastercard and pitched them on an idea to create a pre-chargeback mechanism for customers to have disputes immediately credited by merchants and for merchants to avoid having disputes tallied against their merchant accounts for purposes of Visa or Mastercard monitoring or enforcement programs.

By signing up participating banks and having the banks go through a rather lengthy and intense technical integration with the CDRN network, Verifi is able to interdict chargebacks. The CDRN network literally stops chargebacks in their tracks and they never hit the Visa or Mastercard monitoring program.

There is a price to pay of course. In order for the merchant to participate in the CDRN program, they must agree to not contest any disputes which come through the program and allow Verifi to initiate a 100% chargeback on the dispute. Furthermore, the merchant is typically billed \$40 per chargeback dispute.

For many merchants that amount is close to what they already pay their credit card processors, with most credit card processors charging between \$25 and \$50 per dispute.

We've studied the metrics of about 100 continuity and subscription companies that are customers of RevGuard. Some using the CDRN program and some not. Depending on the traffic source, type of product and merchant policies, the reduction in chargebacks can range from about 16% up to 35%. On average, we've seen a 24% reduction in chargebacks.



From an economics standpoint, we've found that the Verifi program ends up being about a net 8% increase in your overall chargeback costs, BUT those costs do not show up on the merchant account as chargebacks.

So, the overall costs of chargebacks (after Kount and RevGuard reductions) has increased from pre-Verifi levels of \$83,160 to \$89,813 (8%) since Verifi. A small price in the aggregate since we are trying to lower overall chargebacks and we're getting solid wins with Kount and RevGuard on increased profits.

#### Monthly Economic Scorecard

\$33,067 Kount

\$115,570 RevGuard

(\$6,653) Verifi

\$148,637 Net Monthly

Annual Economic Improvement \$1,703,810.

## How These Three Methods Work Together

The three methods discussed above apply simple principles:

- With Kount, you keep out bad customers in the first place;
- With RevGuard, you make your current customers happier and less likely to do a chargeback;
- With Verifi, you intercept some of the remaining customers who still might do a chargeback and keep them out of the Visa/Mastercard monitoring program.

If you're an online merchant, you can reduce chargebacks and increase income.

It just takes a methodical deployment of the above Cloud-based SaaS technologies and a commitment to following through on these best practices.

Found this interesting? Ready to get some additional help with reducing chargebacks? **Contact us for a free assessment of your specific customer service operations.** We will show you the areas within your business where RevGuard will have the greatest impact in CLV and chargebacks.



Sign up to get updates and fresh content!

ADDITIONAL CONTENT

**About**

Just like the A/B split tests you do in marketing, RevGuard's platform allows you to set up a control (A) and a test (B) for a specific segment of your customers when they contact your company through phone, email or web communication channels.

Those specific customers are then randomly presented with either A or B option and their reactions are recorded by the RevGuard system, which is fully integrated with your CRM.

The testing results are shown to you through an analytics dashboard, which allows you to instantly see which tests are most profitable, so you can make more money with your customers.

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Verifi and RevGuard deal

www.verifi.com/press-releases-and-announcements/verifi-and-revguard-team-up-reduces-chargebacks/

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## Press Releases

### Verifi and RevGuard Team Up to Offer CDRN to Merchants

#### CDRN reduces chargebacks for merchants by as much as 40%

LOS ANGELES, CA—November 6, 2013—Verifi, Inc., the leading provider of payment and risk management solutions for card-not-present merchants, today announced a distribution partnership with RevGuard, LLC. Under the terms of the partnership, RevGuard will offer Verifi's Cardholder Dispute Resolution Network (CDRN) as part of their OCO® "Optimized Customer Outcome" platform.

RevGuard has more than 300 brands and over 10 million client customers on its service platform. RevGuard's SaaS-based OCO® System (www.revguard.net/optimization) helps e-commerce companies, particularly consumer and installment payment companies, optimize their customer service experience through A/B and multivariate testing. The system operates on a Cloud-hosted platform for interactive voice response (IVR), customer service web-interaction platform and an email-based interaction. When implemented, OCO has been proven to optimize customer experiences, providing a savings of up to 50% on return costs, an increase of revenue per customer of 6%, a reduction of 35% on customer service costs and a reduction of up to 40% on chargebacks. The system reliably delivers an 80% (or greater) increase in profitability for RevGuard's clients.

Through this partnership, RevGuard clients will now be able to use Verifi's CDRN<sup>®</sup> – a platform that connects merchants with issuers to eliminate as much as up to 40% of their credit card customer disputes before they become chargebacks. Using CDRN on a real-time basis, merchants receive notifications that a customer has contacted the issuer and initiated a dispute that might otherwise become a chargeback, unless the merchant responds. CDRN provides the merchant with the option to either refine the transaction or allow the dispute to escalate to a chargeback.

Verifi, through independent research, found that customers were contacting merchants directly only 14% of the time to resolve credit or debit card disputes for products they purchased and instead, customers were contacting their card issuing Banks first 86% of the time. This meant that merchants had little opportunity to learn about and directly resolve these disputes with customers before they became chargebacks. This disconnect between merchants and their customers generated negative downstream effects for the issuer and the merchant, often in the form of bad customer experiences, lost revenue, unpaid and shipped merchandise, fees from their acquirer, potential fines from Visa and MasterCard. If the effects become severe, it could ultimately result in the loss of a merchant's ability to accept credit and debit cards.

Verifi's new integration method for CDRN allows merchants to subscribe and begin using the service the same day, eliminating all integration barriers, and drastically reducing the time and cost to enable.

"Verifi is excited to offer its CDRN service through RevGuard," said Tony Brocton, Chief Revenue Officer at Verifi. "CDRN has an immediate impact, reducing chargebacks for merchants, as well as their operating expenses and risk."

"We are thrilled to be offering CDRN to our customers. The fact that it prevents chargebacks post-sale, rather than during the 'checkout process' makes it a very appealing solution for our clients who want to avoid anything that will disrupt their customer's purchase process," stated Blair McNeal, CEO of RevGuard.

McNeal added, "Our clients know the secret to long term success is to create great customer relationships. If a customer has a dispute outside of typical customer relationship channels, CDRN allows our clients to proactively resolve a dispute in favor of the customer. Verifi has built a system that is both a win for consumers and a win for merchants."

Both organizations will be attending the 3d tech new york conference, held November 6-7, 2013, at Javits Center in New York City (booth #707). They will be enrolling merchants in CDRN throughout the conference.

#### About Verifi

Verifi, an award-winning provider of end-to-end payment protection and management solutions, was founded in 2005 to help our clients effectively manage the payments challenges they face every day. Verifi helps merchants safely receive payments, combat fraud, prevent and resolve costly chargebacks, as well as increase branding and loyalty to customers. Our best-in-breed solutions and white glove support are trusted by a wide range of industries from emerging companies to the Fortune 500. Headquartered in Los Angeles, California, we process more than \$27 billion transactions annually and currently serve more than 12,000 accounts globally. For more information, visit [www.verifi.com](http://www.verifi.com).

#### About RevGuard

RevGuard is a SaaS-based company which uses A/B and Multivariate testing in a Cloud-hosted environment to dramatically improve the profitability of its merchant clients. Optimized Customer Outcome (OCO) is a patent-pending technology that operates through Cloud-hosted IVR, hosted web, and email applications when fully integrated into customer CRMs. The addition of chat, text, social media and Live CSP testing (through integration partners) is scheduled for completion in 2014, allowing for A/B testing at all touch points of a customer relationship. For more information on RevGuard OCO, please visit <http://www.revguard.net> or contact Walter Long Sr. Vice President of Business Development at [walter@revguard.net](mailto:walter@revguard.net).

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Main Email: info@verifi.com

Mailing Address:  
2351 Beverly Blvd., Box #310  
Los Angeles, CA 90046

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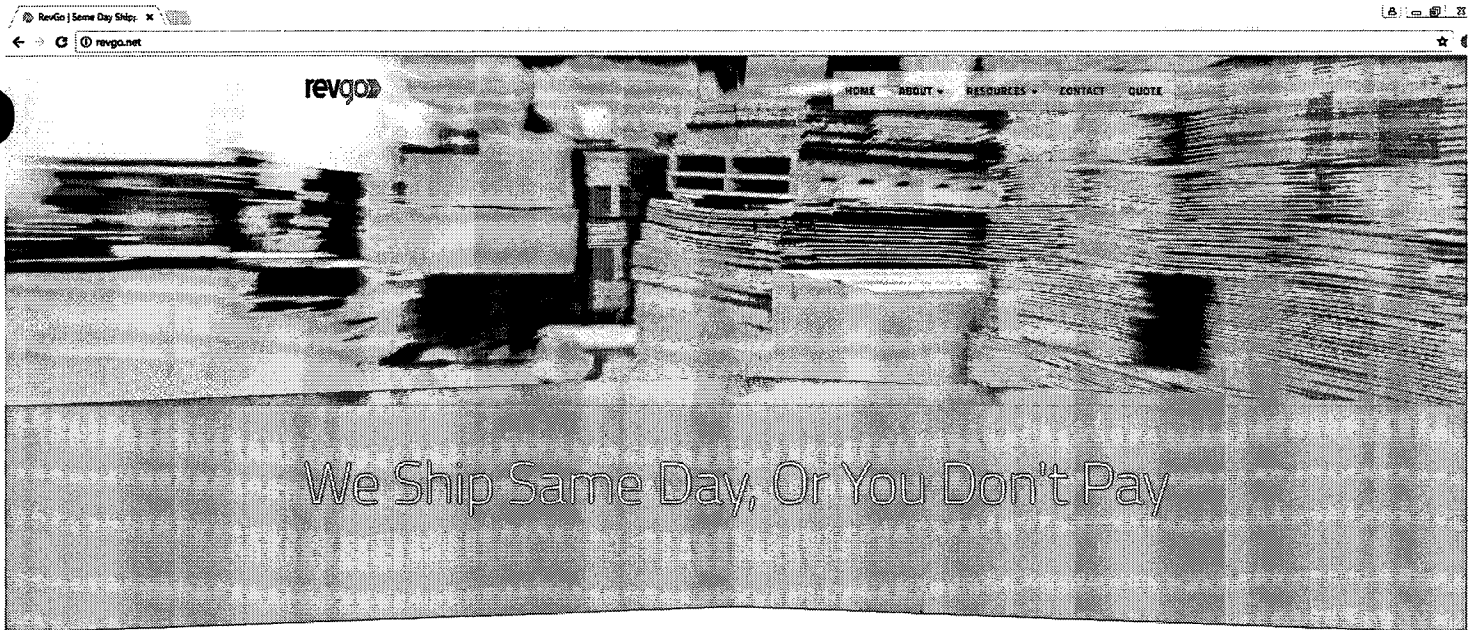
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## That's a Promise We Can Keep

With over 10 years of experience in the continuity business, we know how important it is to get your orders shipped out the same day. That's why we stand behind our guaranteed Service Level Agreement; All orders received by 4:30pm EST are shipped out that same day, or you don't pay!

Plus we'll process all of your returns within 24 hours - ensuring quicker refunds and less chargebacks.

Still not convinced? We're prepared to offer you 30 days of service, completely risk free! If after 30 days, you don't think we're the best fulfillment center you've ever used, you can walk away and never pay a dime.

## Why Us

what separates us from them

\$	♥	P
Price	Commitment	Technology
Numbers are important. We offer some of the lowest pricing and fees in the market.	You matter to us. We stand behind our SLA guarantee and always put our clients first.	Information is key. We offer top of the line reporting and an industry best user interface.

## Our Partners

companies we call friends





TRIANGLE



## Testimonials

what our clients think of us

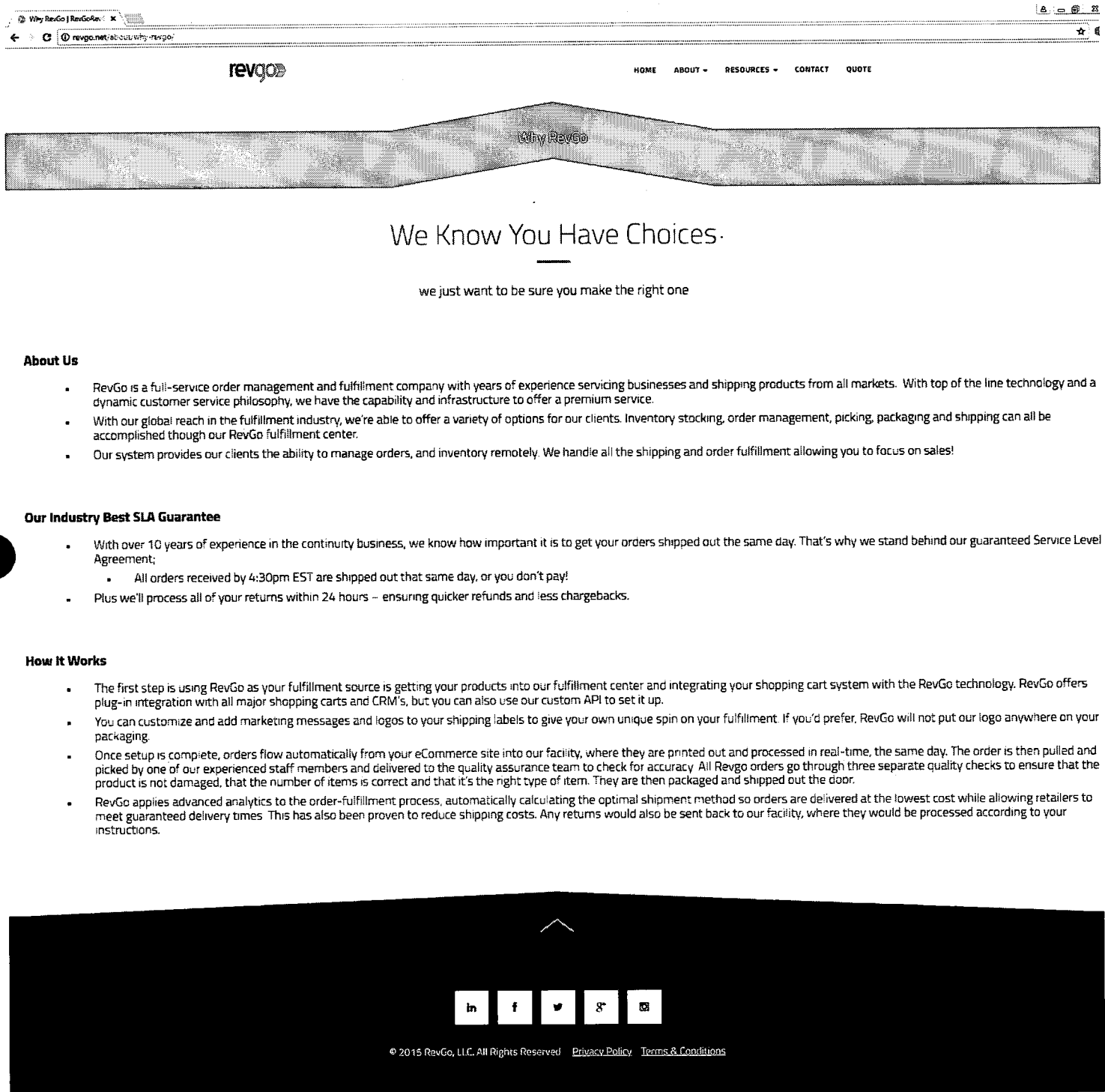


"Easily the best fulfillment center we've ever used."

-Blender



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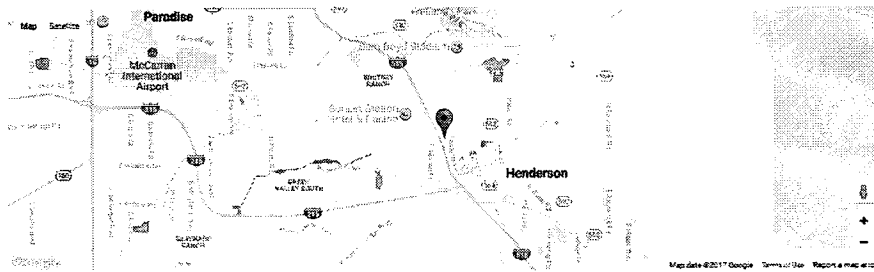


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Contact

## Give Us a Shout

we'd love to hear from you



Name:

Email:

Message:

7350 E. Bridge Rd. Suite 140  
Henderson, NV 89011

sales@revgo.net

Office: 702.967.1999  
Warehouse: 702.545.0174

Let's Make Sure You're Human: ☐

SEND



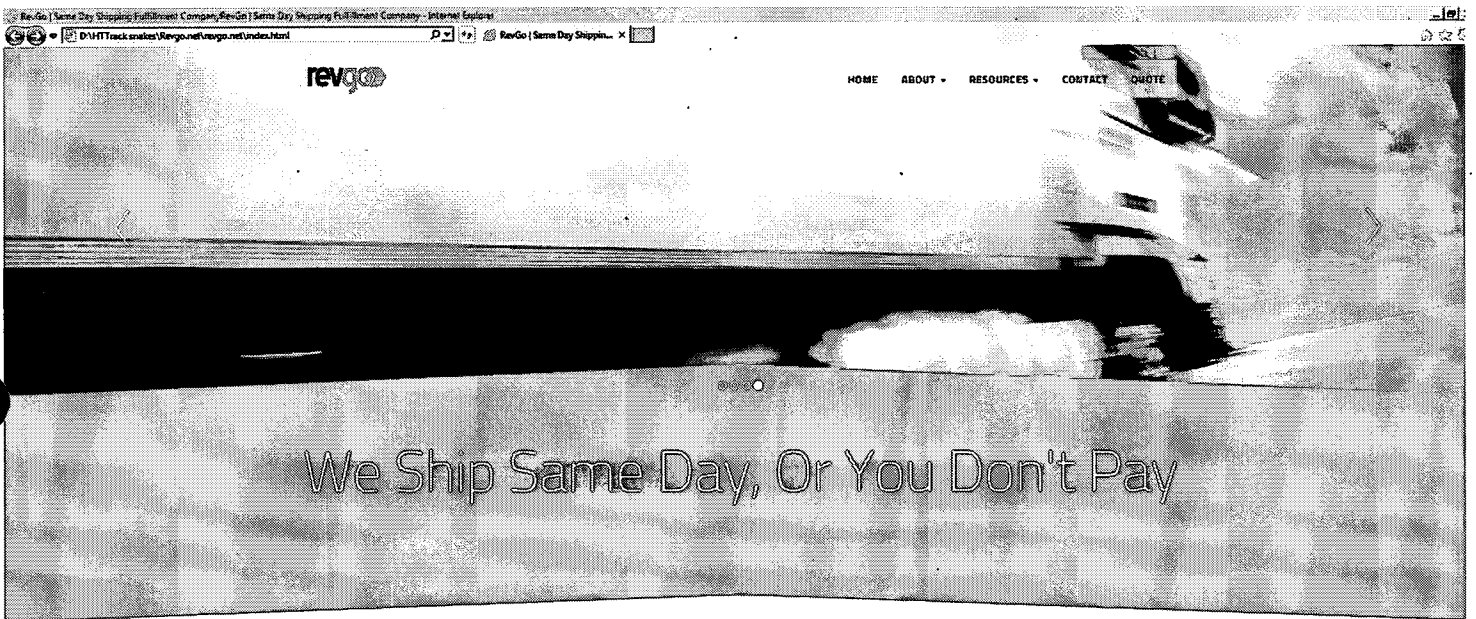
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PX1

Ostrum Attachment DR

Web Capture(s)



That's a Promise We Can Keep



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## Testimonials

what our clients think of us



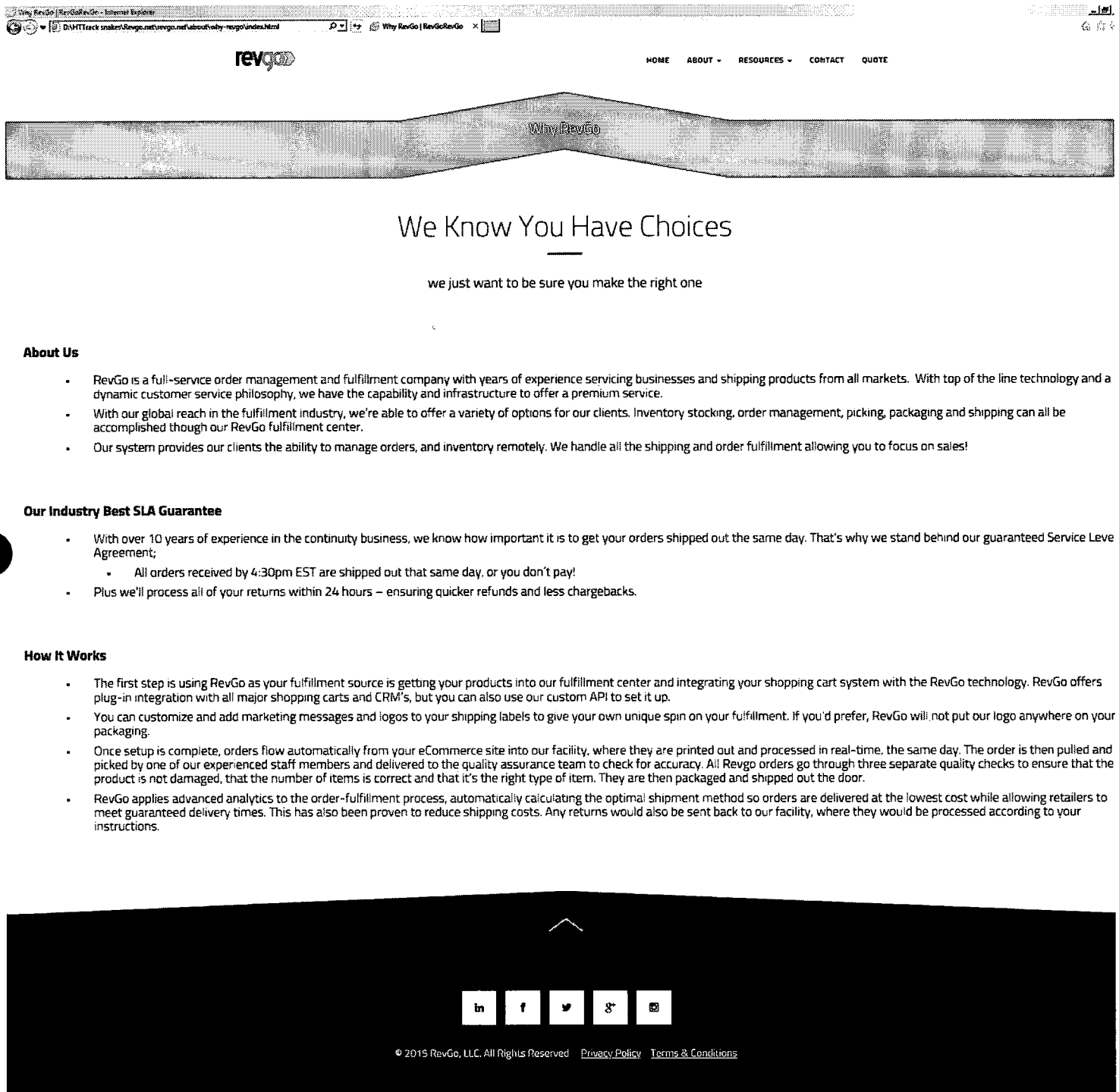
"Bestly, the best fulfillment center we've ever used!"

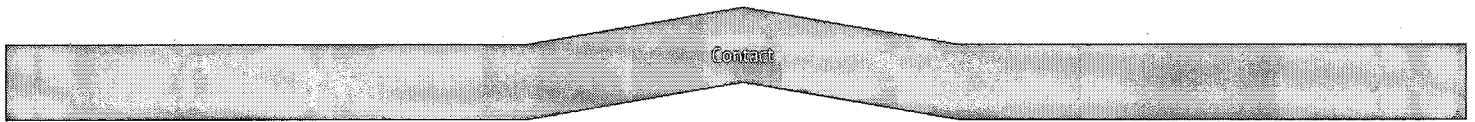
-Parade



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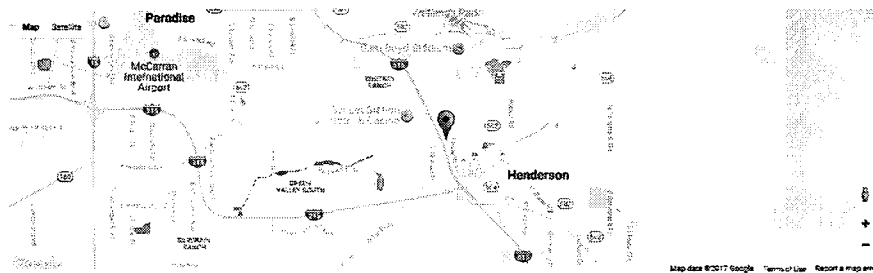






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we'd love to hear from you



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Email:

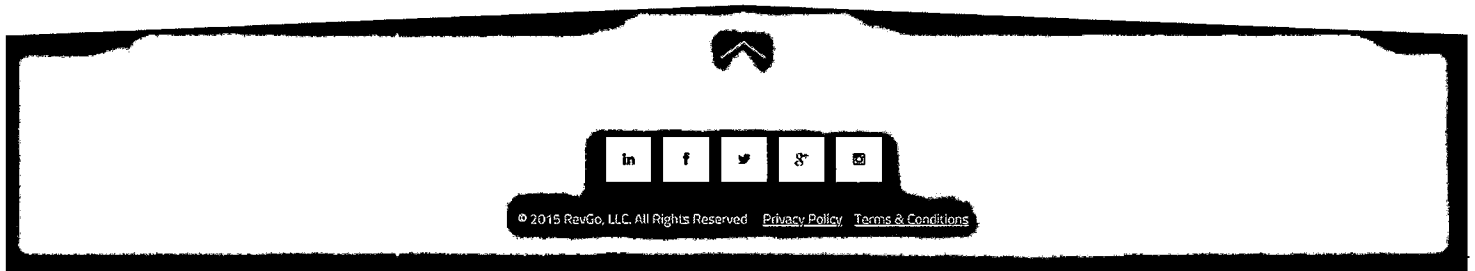
Message:

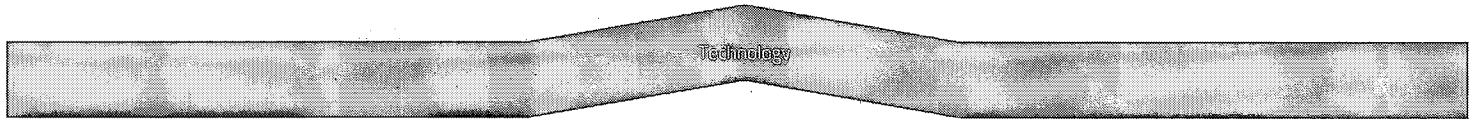
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7565 Commercial Way, Unit E  
Henderson, NV 89011

sales@revgo.net

Sales Office: 720-907-1999  
Warehouse: 702-545-0174





## Your Time Is Money

we're here to help you save it

In our day to day operations, one key distinction that sets us apart from the competition is our advanced technology. Not only have we devolved the top of the line software, but we actually allow our clients to track the progress of their orders by offering them access to that same high-level software. During each step of the fulfillment and supply chain process, our clients are able to know the exact location of all the materials and eventually, of the finished products. And during the delivery process, we use an email notification system to keep clients up to date on the status of products in route to customers.



### Dashboard

Welcome Jason!

944

Received Today

2620

Shipped Today

0

Returns

\$6,818.29

Postage

Aside from our tracking software, our warehouse uses the top equipment available for sorting, packaging, labeling, and shipping. Over the years we have perfected a process that delivers amazing results and consistency. The quality of our technology, while it does not replace the necessary human components of the process, does allow the system to function seamlessly and quickly with very little room for error.

MTD Fees - \$8,220.71

Pick Pack

\$7,012.46

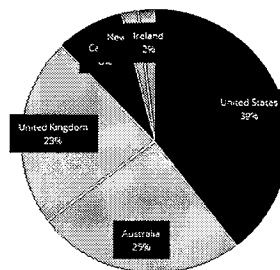
International

\$539.75

Returns

\$668.50

7 Day Country Breakdown



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## We Know You Have Choices

we just want to be sure you make the right one

### About Us

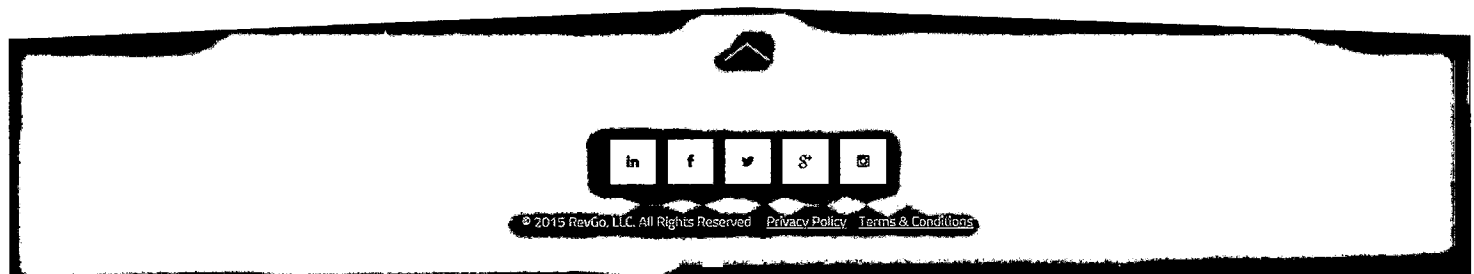
- RevGo is a full-service order management and fulfillment company with years of experience servicing businesses and shipping products from all markets. With top of the line technology and a dynamic customer service philosophy, we have the capability and infrastructure to offer a premium service.
- With our global reach in the fulfillment industry, we're able to offer a variety of options for our clients. Inventory stocking, order management, picking, packaging and shipping can all be accomplished through our RevGo fulfillment center.
- Our system provides our clients the ability to manage orders, and inventory remotely. We handle all the shipping and order fulfillment allowing you to focus on sales!

### Our Industry Best SLA Guarantee

- With over 10 years of experience in the continuity business, we know how important it is to get your orders shipped out the same day. That's why we stand behind our guaranteed Service Level Agreement:
  - All orders received by 4:30pm EST are shipped out that same day, or you don't pay!
- Plus we'll process all of your returns within 24 hours – ensuring quicker refunds and less chargebacks.

### How It Works

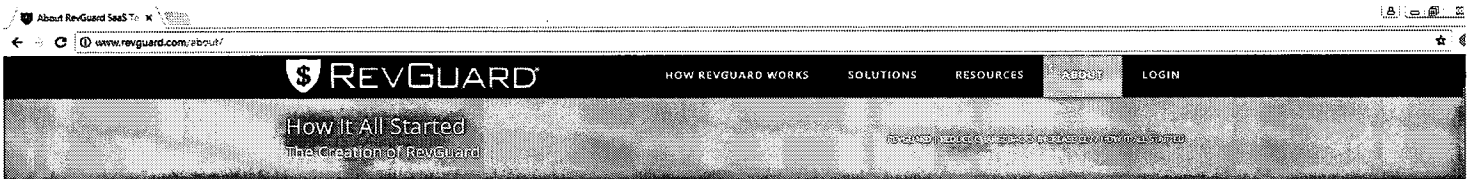
- The first step is using RevGo as your fulfillment source is getting your products into our fulfillment center and integrating your shopping cart system with the RevGo technology. RevGo offers plug-in integration with all major shopping carts and CRM's, but you can also use our custom API to set it up.
- You can customize and add marketing messages and logos to your shipping labels to give your own unique spin on your fulfillment. If you'd prefer, RevGo will not put our logo anywhere on your packaging.
- Once setup is complete, orders flow automatically from your eCommerce site into our facility, where they are printed out and processed in real-time, the same day. The order is then pulled and picked by one of our experienced staff members and delivered to the quality assurance team to check for accuracy. All RevGo orders go through three separate quality checks to ensure that the product is not damaged, that the number of items is correct and that it's the right type of item. They are then packaged and shipped out the door.
- RevGo applies advanced analytics to the order-fulfillment process, automatically calculating the optimal shipment method so orders are delivered at the lowest cost while allowing retailers to meet guaranteed delivery times. This has also been proven to reduce shipping costs. Any returns would also be sent back to our facility, where they would be processed according to your instructions.



PX1

Ostrum Attachment DS

Web Capture(s)



RevGuard's founders and owners, previously owned a company that sold subscription/continuity products to consumers over the web. Testing and optimizing customer acquisition by using A/B testing was an everyday process.

When they were getting ready to deploy a new automated phone system, they had the idea to test their new system using the same A/B testing methodology. They developed the software to track their results, and within 90 days DOUBLED their profits.

The ability to perform automated A/B testing on customer interactions had been realized, and RevGuard was born.

Through RevGuard's years of testing, we have learned that every B2C sales program has an optimal combination of returns, save sales, save returns, continuity incentives, pricing and customer service policies. This optimal combination maximizes each customer's lifetime value and keeps a business moving forward with new, innovative tests to optimize performance.

Plus, we combine A/B testing with a best-of-class automated customer service solution which allows for CLV optimization and dramatically reduces customer service costs. All of this is done while at the same time lifting customer satisfaction.

And that's what makes it so much fun.



Blair Motley (CEO) and Walter Long (Senior VP)

#### About

Just like the A/B split tests you do in marketing, RevGuard's platform allows you to set up a control (A) and a test (B) for a specific segment of your customers when they contact your company through phone, email or web communication channels.

Those specific customers are then randomly presented with either A or B option and their reactions are recorded by the RevGuard system, which is fully integrated with your CRM.

The testing results are shown to you through an analytics dashboard, which allows you to instantly see which tests are most profitable, so you can make more money with your customers.

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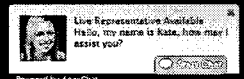
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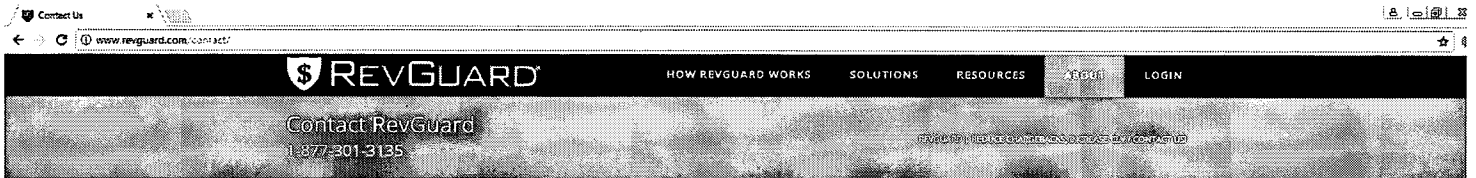
1-877-301-3135  
Contact us!  
Mon - Fri: 9:00 AM to 5:00 PM MT  
526C Lookout Road  
Boulder, Colorado 80301

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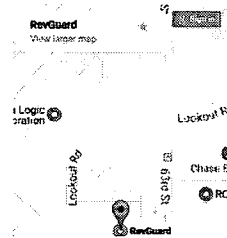


We'd love to teach you more about how A/B testing to optimize CLV can increase your profits. Please reach out by phone or use the contact form on the right. We look forward to speaking with you soon!

1-877-301-3135

Mon - Fri: 9:00 AM to 5:00 PM MT

6260 Lookout Road, Boulder, Colorado 80301



**I Would Love to Learn More!**

First Name

Last Name

Work Email

Company Name

Phone Number

Submit

#### About

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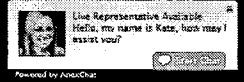
1-877-301-3135

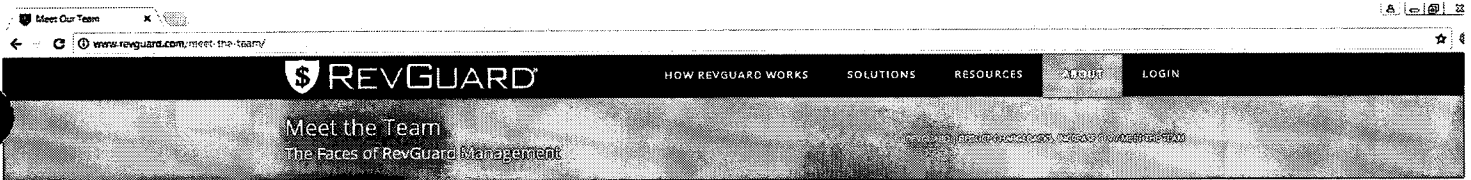
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Boulder, Colorado 80301

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### What do you look for in a management team?

RevGuard has a culture that fosters passionate performers who want to make their career at RevGuard and make our customers the most profitable in their industry. Employee-driven turnover is nonexistent.

#### Innovation?

RevGuard invented A/B testing for customer service - we literally own the patent! - a technology which is leading a revolution in how recurring revenue and subscription businesses manage and optimize customer relationships.

#### Experience?

The RevGuard team has over 63 years combined trial/continuity and subscription ecommerce industry experience.

#### Consistency?

Here, managers are owners. RevGuard has had the same ownership and management team since its inception.

#### Hand holders?

A/B testing is a science that everybody knows, but RevGuard is a new application of that technology. As such, we hold our customers hands through the whole process of A/B testing to optimize customer service (at no extra charge). We do this as long as our customers want, to make sure our customers are comfortable testing, cohort building, analyzing and deploying the technology to drive additional profitability. For our customers, we do it all for them until our customers want to hold some, or all, of the reins.



Blair McNea



**Blair McNea** is the founder and CEO of RevGuard, LLC. He is passionate about driving increased profits and customer satisfaction for RevGuard's clients using RevGuard's SaaS A/B testing platform. Blair has served on the Board of Directors of several private and publicly held companies. His professional roles and specialties include CEO, SaaS, Business Development, Board of Directors and Finance.



Walter Long



**Walter Long** is a Direct Response and Ecommerce Sales and Marketing executive with over 10 years of experience creating triple-digit profitability gains for merchants. Since starting RevGuard as a Sr. Vice President of Business Development, Walter has doubled revenue and client counts every year since 2009 and has established key strategic relationships with a variety of service providers, including CRMs, Payment Processors, Ad Networks and Fulfillment Centers.

Walter enjoys hiking and running in Colorado's foothills and spending time with his wife Emily and daughter McKinley.



Ryan Reichenbach



**Ryan Reichenbach** has been delivering engineering solutions for the last 22 years, with a focus on high volume web based software solutions.

Ryan enjoys skiing and playing rock music with his band.



**Almee Paterson** manages strategic partnerships. She is focused on building and nurturing partnerships to facilitate mutually beneficial relationships and develop new business for RevGuard.

In her free time, Almee enjoys traveling, hitting the slopes, trying new restaurants, or cooking at home with a glass of wine in hand.

**Aimee Paterson**  
*Support & Technical Support Lead*

in



**Rachael McNea**  
*Director of Recruiting & Development*

in

**Rachael McNea's** passions are talent acquisition and creating a fun work hard, play hard office culture. Rachael graduated with a BA in Public Relations from Webster University and a degree in Dance from Leigh Gerdine College of Fine Arts.

Rachael enjoys spending time with her family and friends, volunteering, yoga, skiing, rollerblading, venturing outdoors in Colorado and traveling.



**Laura Turner**  
*Manager of RevGuard's Customer Success*

in

**Laura Turner** is focused on managing and growing the customer success team, and ensures RevGuard customers fully understand their OCO performance metrics and are continuously moving the needle to increase CLV and optimize their program through A/B testing.

Laura enjoys traveling, spending time with friends and anything outdoors.



**Kirill Kniazev**  
*Marketing Director*

in

**Kirill Kniazev** brings over a decade of start-up and small business marketing experience to RevGuard. Kirill's focus is on organic and content digital marketing, and inbound lead generation. Kirill works with RevGuard's partners to produce educational articles and webinars.

In his free time, Kirill enjoys playing volleyball and running his electronic music label.



**Sarah LaRoche**  
*Customer Success*

in

**Sarah LaRoche** works closely with the CSM team to set up and manage all customer configuration requests. Sarah also handles RevGuard's telecom system.

When Sarah is not working tirelessly on configuration requests, you will most likely find her adventuring in the mountains or at a beer festival.



**Brooks Arbogast**  
*Senior Customer Success Manager*

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Brooks loves watching the Miami Dolphins, Atlanta Braves, & Colorado Buffaloes, enjoys playing basketball, cycling, investing, and spending time with family/friends.



**Kristina Barry**  
New Customer Trainer

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When she's not in the office she spends too much time with her 5 lb dog monster. She spends her weekends buying and returning useless items from Amazon.



**Max Koplar**  
Performance Manager

**Max Koplar** is dedicated to ensuring the success of RevGuard's clientele by demonstrating the value of OCO through performance metrics and optimization strategies. Max strives to ensure that her clients are getting the most out of OCO.

Max enjoys traveling, hiking, and cooking.



**John Jones II**  
Strategy, Partnership Development Specialist

**John Jones II** works on the lead generation team to ensure the sales team has a steady incoming flow of qualified partners and advertisers. John is typically the first point of communication for new partners and potential customers.

John enjoys playing volleyball around Denver and enjoying the great Colorado outdoors.

## Board of Advisors

## RevGuard Fun



### About

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Solutions For The/Continuity Companies For Subscription Companies

Products - Phone/VIR

Products - Web

Products - Email

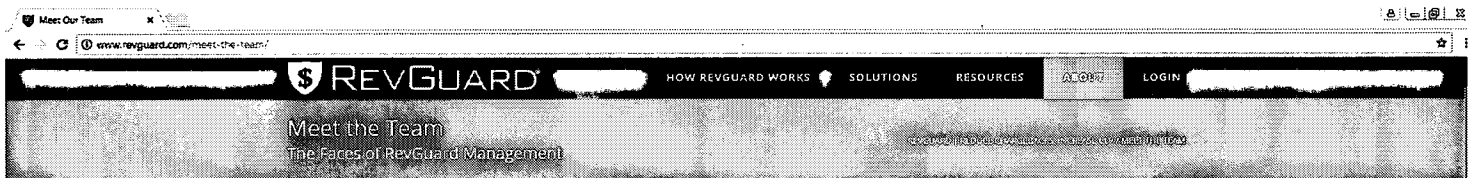
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Live Representative Available  
Hello, my name is Kate, how may I assist you?

Powered by AnswerChat



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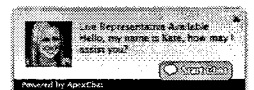
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Blair McNea  
CEO

in

Directors and Finance.




Walter Long  
Senior VP - Sales Ops

in

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
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Ryan Reichenbach


Chief Technology Officer




Aimee Paterson

Strategic Partnerships & Sales Coach




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Rachael McNea

Talent Acquisition & HR




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GO


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[in](#)


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
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**Max Koplar**  
Customer Success Manager

**Max Koplar** is dedicated to ensuring the success of RevGuard's clientele by demonstrating the value of OCO through performance metrics and optimization strategies. Max strives to ensure that her clients are getting the most out of OCO.

Max enjoys traveling, hiking, and cooking.



**John Jones II**  
Strategy, Partnership Development, Operations

**John Jones II** works on the lead generation team to ensure the sales team has a steady incoming flow of qualified partners and advertisers. John is typically the first point of communication for new partners and potential customers.

John enjoys playing volleyball around Denver and enjoying the great Colorado outdoors.

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Meet Our Team

www.revguard.com/meet-the-team

REV GUARD

HOW REV GUARD WORKS


SOLUTIONS

RESOURCES



ABOUT


LOGIN

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CEO





Walter Long  
General Counsel





David Seigle  
Board Advisor







John Martin  
Board Advisor






C. Finnegan Faldi  
Board Advisor





Lindsay Lanning  
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RevGuard Fun



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# REVGUARD

HOW REVGUARD WORKS SOLUTIONS RESOURCES ABOUT LOGIN

## About

Just like the A/B split tests you do in marketing, RevGuard's platform allows you to set up a control (A) and a test (B) for a specific segment of your customers when they contact your company through phone, email or web communication channels.

Those specific customers are then randomly presented with either A or B option and their reactions are recorded by the RevGuard system, which is fully integrated with your CRM.

The testing results are shown to you through an analytics dashboard, which allows you to instantly see which tests are most profitable, so you can make more money with your customers.

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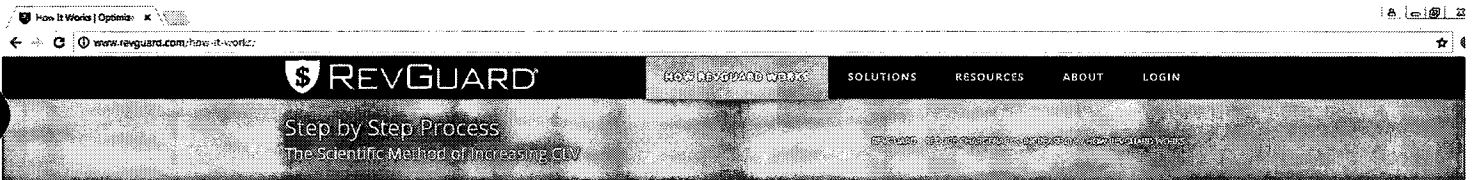
## REVGUARD

- 1-877-301-3135
- Contact Us!
- Mon - Fri: 9:00 AM to 5:00 PM MT
- 4250 Lookout Road
- Boulder, Colorado 80301

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## How A/B Testing is Used to Optimize CLV

The same science used for years in website optimization, landing page optimization, email campaign optimization and many other marketing applications can now be used to increase the profitability of the customers you already have. In fact, you could **increase your Customer Lifetime Value (CLV) 43%, and reduce Chargebacks 23% in 90 days!**

Here's How It Works: Out of all of your customers, a segmented customer group is defined and selected. This is called a **cohort**.

Customers belonging to the segmented group are presented with one of two offers, offer A or offer B. Data is collected on which offer is most popular with your customers, as well as which offer is the most profitable for your company.

That offer then becomes the new standard for your customers, and the process is repeated over and over again to continuously improve your customer lifetime value. This strategy to optimize CLV works every time - guaranteed!

**RevGuard determines  
the most popular &  
most profitable option...**

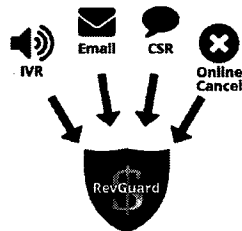
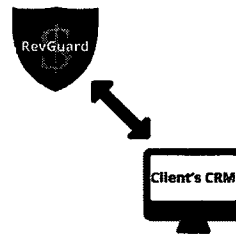


## Step 1: Integration

RevGuard works within any customer service environment (phone, web, email, etc.) to improve communication with your customers.

RevGuard is already integrated with popular CRMs (SalesForce®, Netsuite®, Lime Light®, Triangle®, Konnektive®, OrderLogix®, Orange CRM®, UltraCart® and OrderMotion®) but it can also be integrated with your own custom system.

The integration typically takes two days of time, and RevGuard provides the technical resources to do this free of charge.



## Step 2: Customers Directed to RevGuard

You'll get the power of RevGuard's ability to split-test messaging to the consumer so when they attempt to cancel, downgrade, etc...

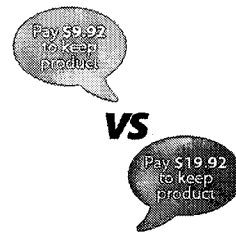
You learn over time exactly what to do to increase your revenues (and reduce expenses by lowering chargebacks and refunds).

RevGuard's system also reduces servicing costs by providing a CRM-integrated self-service platform so most of your customers do not incur costs of live customer service.

## Step 3: The Power of Testing and Hand Holding

You get a dedicated team of analysts to help you quickly define the sweet spot between additional revenue and the right mix of refunds or chargebacks.

You can design tests on your own or design tests with RevGuard analysts. Either way, RevGuard will hold your hand the entire time.



## Step 4: Test and Performance Analysis

You'll have access to your own **Client Portal** for real-time A/B testing results.



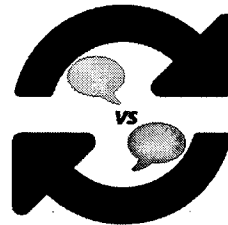
Plus, you'll also get CLV calculations on all your traffic, affiliates, countries, brands, marketing channels and cohorts.

### Step 5: Increased Profit Per Customer

By changing your customers' experiences based on the A/B test results collected by RevGuard's system, you will find new methods that generate more value out of your existing customers.

This methodology is guaranteed to increase profits. It works every time and keeps working because you repeat the optimization process over and over.

After running thousands of tests with millions of customers in over 15 different countries, we **ABSOLUTELY GUARANTEE** your profit per customer will increase. **We are so confident in this, that we are offering a \$10,000 PROFIT Challenge.**



Interested in Seeing a Demo? Contact Us Today!

SUBMIT

#### About

Just like the A/B split tests you do in marketing, RevGuard's platform allows you to set up a control (A) and a test (B) for a specific segment of your customers when they contact your company through phone, email or web communication channels.

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# OPTIMIZED CUSTOMER OUTCOMES

## The Top 10 Reasons Why Trial/Continuity Business Models Should Use RevGuard™

***"Since I started using RevGuard, I've been able to sleep at night. Heck, I even went on a long vacation recently - now the stress of running my trial/continuity business is completely gone and I'm making a lot more money."***

**- Danielle Foss / Blue Rocket Brands**

RevGuard is a break-through in servicing customers that become involved in Trial/Continuity offers, and the technology simply fits into a company's existing processes. Instead of each customer trying to cancel being seen as a headache or loss of revenue, those customers can now be seen as a valuable data point used for increasing profits.

In just a few short weeks with RevGuard, you will be able to learn exactly what to say to your customers when they are calling or searching for a way to cancel their next bill on your website. Brands using RevGuard start to see more profit and less problems in less than a month.

RevGuard's suite of tools and services has been proven over the last several years during 15 million consumer interactions in 15 countries. It works tirelessly around the clock for over 475 brands across dozens of product categories.

Not only does the RevGuard system work to improve profits, reduce chargebacks, reduce refunds and drastically cut customer service costs, it now integrates seamlessly into almost every CRM used for continuity/trial programs. If you don't have an off-the-shelf CRM, RevGuard can integrate with your custom CRM/OMS within just a few days.

Watch each of your brands progressively improve and become easier to manage each week. Plus, you'll never feel like we just provide tools and technology since our business success managers work with you to stay on top of your programs just like you do.

**As of the end of 2013, the average company using RevGuard increased their profits by 72%.**



### **1.) YOU WILL INCREASE YOUR COMPANY'S NET PROFITS BY 60-70%.**

RevGuard consistently lifts profitability for its clients by at least 60% to 70%. Having the additional profit has allowed many clients to pay long-overdue bonuses or double or triple the size of their businesses by plowing their profits back into marketing.

Using the simple RevGuard dashboard, you are able to dial in and balance refund percentages, post-sale income strategies and chargeback ratios to ensure the highest revenues AND the best possible social reputation.

For the average Trial/Continuity Merchant

- Refunds typically are reduced between 15% and 35%
- Chargebacks are reduced between 15% and 20%
- Customer Service Costs are reduced between 35% and 60%

In addition, consistent testing (without human interaction and inconsistent behaviors) allows you to know best prices, offers, etc. This consistency is generally not possible for merchants that use 100% live customer service agents as there are always personality issues and staffing inconsistencies that skew true lifetime value calculations.

### **2.) INCREASED SATISFACTION = BETTER BRAND REPUTATION**

Immediate service for the majority of your canceling customers keeps them happier and less likely to post negative reviews, or use social media to complain. By giving them instant and personalized service via a CRM-integrated IVR or web service platform, you take the pain out of the process which makes them much more receptive to save sale options.

Although it seems counter intuitive to make the cancellation process easy and quick, RevGuard has proven in over a thousand tests, that near-immediate service and a customized greeting based on a customer's status makes them willing to take options that boost your revenues.

### **3.) YOU WILL CUT YOUR CUSTOMER SERVICE COSTS IN HALF**

By moving RevGuard's OCO® IVR and Web Request Platform in front of your existing customer service reps, you can typically lower your costs by 50% or more. Not only does this lower your costs, it gives your better CSRs the time to handle higher impact issues.

RevGuard is generally priced at about 75% to 80% less than what a typical customer inquiry costs when using a live CSR. Also, you are only charged once no matter how many time that customer interacts with your company.

Keep in mind that both RevGuard systems work tirelessly 24/7. RevGuard runs weekends and holidays, and never requests breaks. There's no staff training, supervision, sick time, vacations, kids with fever at day care, or ramp up time, either.



One of the biggest advantages to having 24/7, 365-day service for your customer is that there is never a chance for them to weigh the pain of waiting on hold to reach your company versus simply calling their bank to do a chargeback.

#### **4.) GAIN CONTROL OVER OPTIMIZING CUSTOMER LIFETIME VALUE**

In the past 5 years within the subscription industry, there has been a technological movement towards applying the science of A/B split testing to the process of optimizing customer lifetime value (CLV). Chances are, if you are a marketer of a product or service, particularly on the web, you use A/B testing to optimize customer acquisition. But what about using A/B testing to optimize customer lifetime value?

There are two key parts to every business. The first is acquiring customers. The second is optimizing the value of the customers you have acquired or are acquiring. A comprehensive system that is able to optimize CLV in a timely and effective manner using A/B testing was not possible until recently. It has been made possible due to the advent of enhanced data analytics, infrastructure-as-a-service (IaaS) companies and services, and high speed bandwidth.

There are more steps involved in optimizing CLV than conversion rate, and RevGuard's system provides all the tools necessary to give your company control over optimizing this vital metric.

#### **5.) TRYING REVGUARD IS FREE**

There is no financial risk to set up a test of RevGuard to handle all or some of your customer requests. If you don't like the results you get in the first two weeks, just tell us and you won't owe us a dime.

It generally takes about 3-5 days to integrate with your CRM, create your custom recordings or web scripts and port over your phone number or phone tree. You can send as much or as little volume as you wish as long as it is significant enough to get statistically valid test results.

RevGuard works with over 475 brands in 15 countries and we've done over a thousand tests for 10's of millions of consumers. We've been optimizing free trial/continuity/subscription programs for almost a decade. There are no long-term contracts, and termination is easy. You can terminate for any reason with just a 30-day notice.

#### **6.) REVGUARD TECHNOLOGY WORKS WITHIN YOUR EXISTING SYSTEM**

Our system just snaps in right in front of your existing service agents and takes on the automated requests that it can handle, and then routes the rest to your live team. This allows the most common issues to be handled, and frees up your live CSRs to handle the more important escalations and special requests.

Because we integrate directly into your CRM, financial systems and other records stay in sync with your CRM. In fact, updates of status, order cancellations, refund requests, notes, etc. all update your systems just like a live CSR, but with no human error.



## **7.) REVGUARD PROCESSES YOUR CUSTOMER CALLS 24/7**

The OCO® IVR can recognize 50% to 60% of incoming customers because they typically call from the phone number they noted on their initial order. The OCO® Web Service platform has a recognition rate as high as 99% because it looks up records using the email address and/or other criteria the consumer is very likely to have readily available.

Both systems are operational 24/7 and can handle unlimited volume and practically any order type or configuration, from single to multiple orders, and even follow on continuity. Both systems allow merchants to set up split tests that are the same, or different tests can be created for the IVR vs the web.

## **8.) SUPPORT FROM REVGUARD'S PROFESSIONAL SERVICES TEAM**

Our analysts will work alongside you to get your first tests running and then work with you as often as you need to keep your programs on track.

Consider us a part of your team. We are experts here to help you achieve the highest profit possible, available to augment your existing staff and to teach you what we know are best practices. You'll get a personal analyst that works with you week after week to ensure your program constantly improves.

## **9.) REVGUARD IS 100% SECURE AND COMPLIANT**

Our entire system is cloud based and architected for the highest availability and security. We have completed the rigorous testing required to receive level III PCI compliance, even though we never store sensitive financial information about your customer.

We do not store credit card information, and only process charges or refunds through your CRM and at the request of your staff or the consumer.

## **10.) A TOOL THAT PROVIDES CRUCIAL STATISTICAL INSIGHT**

No other company in the world has developed a CRM-integrated, customer-recognizing, self-service, integrated platform that continuously split-tests and optimizes your business week after week.

We have spent millions of dollars to develop and integrate our systems just so you can try it easily, use it effectively and make more money. We'll continue to create new features and capabilities because we love what we do!

**CONTACT US TO FIND OUT IF REVGUARD WILL WORK FOR YOU!**